CLAIMS

1. A reflective display apparatus that creates a display by moving particles, comprising:

a front substrate and a back substrate;

a plurality of charged particles sandwiched between said front substrate and back substrate;

a first electrode and a second electrode placed on said back substrate;

a support member provided to keep a distance between said front substrate and back substrate; and

a colored area provided on said back substrate,

wherein reflecting means is provided in a space partitioned by said support member and said colored area is placed in such a way that the surface of projection on the back substrate of said second electrode and the surface of projection on the back substrate of said colored zone at least contact with each other.

2. The reflective display apparatus according to claim 1, wherein said colored area is colored in substantially the same color as that of said charged particles and the area other than said colored area is colored in a second color which is different from the color of the charged particles.

3. The reflective display apparatus according

to claim 1, wherein said colored area is a light absorbing layer, a gap is provided between said first electrode and second electrode within the back substrate and the colored area is placed on the back substrate so as to overlap at least with the gap.

4. The reflective display apparatus according to claim 1, wherein said support member is placed so as to partition the pixel.

5. The reflective display apparatus according to claim 1, wherein said second electrode is provided on said support member.

6. The reflective display apparatus according to claim 1, wherein said second electrode is placed between said support member and said back substrate.

7. The reflective display apparatus according to claim 1, wherein an insulating liquid is further provided in the gap between said front substrate and back substrate.

8. The reflective display apparatus according to claim 1, wherein said colored area is a light absorbing layer and includes a plane overlapping with said support member within a plane horizontal to said

back substrate.

9. The reflective display apparatus according to claim 1, wherein said colored area is a light absorbing layer and provided on one side of the display area of said display apparatus.

10. The reflective display apparatus according to claim 1, wherein said colored area is a light absorbing layer and placed between said first electrode and second electrode, and said back substrate.

11. The reflective display apparatus according to claim 1, wherein said reflecting means is said plurality of types of charged particles.

12. The reflective display apparatus according to claim 1, wherein said reflecting means is a light reflecting layer provided on said back substrate.

13. The reflective display apparatus according to claim 12, wherein said light reflecting layer includes at least one of said first electrode or second electrode.

14. The reflective display apparatus according

to claim 12, wherein the surface of said light reflecting layer is provided with a concavo-convexo structure.

15. An electrophoresis display apparatus comprising:

a first substrate and second substrate arranged with a predetermined gap in between;

an insulating liquid and a plurality of charged particles enclosed in the gap between these substrates;

a first electrode placed along said first substrate over a relatively wide area of a pixel; and

a second electrode between which and said first electrode a voltage is applied, said electrophoresis display apparatus carrying out a display by applying a voltage to these electrodes and moving said charged particles,

wherein said charged particles are colored in a first color,

at least a portion of the area where said first electrode is placed in which the density of said charged particles cannot be kept high is colored in substantially the same color as said first color,

at least a portion of the area where said first electrode is placed in which the density of said charged particles can be kept high is colored in a

second color,

when said charged particles are placed so as to cover said first electrode, said first color is visually recognized, and

when said charged particles are attracted to said second electrode and accumulated, said second color is visually recognized.